

Pengaruh Organizational Innovation dan Technological Innovation Capability Terhadap Organizational Performance Usaha Mikro, Kecil, dan Menengah Digital di Indonesia = The Impact of Organizational Innovation and Technological Innovation Capability towards Organizational Performance in Indonesian Digital Micro, Small, Medium Enterprises

Gilang Hredaya, author

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Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui apakah organizational innovation dan technological innovation capability memiliki pengaruh pada organizational performance di sektor UMKM di Indonesia. Selain itu, penelitian ini juga bertujuan untuk mengetahui faktor apa saja yang dapat mempengaruhi organizational innovation di sektor UMKM di Indonesia. Pengumpulan data dilakukan melalui kuisioner dan diolah serta dianalisis menggunakan structural equation modelling (SEM) untuk menguji kecocokan model secara keseluruhan dan menguji hubungan kausalitas antar variabel. Sejumlah 265 UMKM yang memiliki akses terhadap marketplace digital menjadi sampel penelitian ini. Hasil penelitian ini menunjukkan bahwa organizational performance pada sektor UMKM dipengaruhi oleh organizational innovation dan technological innovation capability. Selain itu, organizational innovation juga terbukti hanya dipengaruhi oleh entrepreneurial orientation. Berdasarkan hasil tersebut, dapat disimpulkan bahwa teknologi dalam bentuk marketplace digital memiliki pengaruh pada performa bisnis UMKM di Indonesia. Namun, untuk dapat meningkatkan performa bisnis, diperlukan juga entrepreneurial orientation dari pemilik bisnis UMKM sehingga perkembangan teknologi yang digunakan oleh para pemilik UMKM juga diikuti dengan inovasi dari sisi UMKM sehingga mereka dapat meningkatkan performa bisnis.

.....The purpose of this research is to analyse whether organizational innovation and technological innovation capability affect organizational performance in Indonesian MSME sector. In addition, this research aims to analyse factors that could affect organizational innovation in Indonesian MSME sector. The data collection process was conducted by using questionnaires towards 265 MSME owners that has access towards digital marketplace applications and was analysed with using structural equation modelling software. Data analysis will consist of overall model fit analysis and relationships among variables analysis. The result of this research indicates that organizational innovation and technological innovation capability affect organizational performance. Furthermore, it was also proven that organizational innovation can only be affected by entrepreneurial orientation. Based on those results, it can be concluded that digital marketplace as technology could affect organizational performance of Indonesian MSME. However, to improve performance, entrepreneurial orientation from MSME owners are also required so the development of technology used by them are followed with business innovation which eventually leads to improved business performance.